THE GOLD MINE

When you sell get Dates as well

Vol. 4 March 29, 1930 No. 1

ROXY BOOKS

CAPTAIN OF THE GUARD—KING OF JAZZ—ALL QUIET ON THE WESTERN FRONT—THE STORM—CZAR OF BROADWAY—WHAT MEN WANT — WHITE HELL

Shattering all records in the history of the company, both as to size and significance, a deal has been consummated with S. L. Rothafel whereby he books for the Roxy, world's largest theatre, the entire remainder of this year's specials. The deal, which was negotiated by General Manager Lou Metzger, includes "Captain of the Guard," "King of Jazz," "All Quiet on the Western Front," "The Storm," "What Men Want," "Czar of Broadway," "White Hell of Piz Palu" (a new release of which you will be advised more fully later) and the Graham McNamee Universal Talking Newsreel.

NO WONDER THE WHOLE INDUSTRY IS TALKING ABOUT UNIVERSAL!

No wonder exhibitors all over the country are watching with eagle eye for the box office food from Universal. No wonder all eyes are turned toward Carl Laemmle and Carl Laemmle, Jr.! No wonder doors are opening up for us that never opened before. BOYS, WE'RE IN THE BIG MONEY—AND HOW!—and this is just one more wonderful indication of that fact!

Think what this deal means to YOU as a Universal salesman. Roxy is a showman from the tips of his toes to the top of his head. He has the responsibility of showing a profit in a house that must go well over a hundred thousand dollars a week to get out of the red.

AND HE'S GOING TO DO IT WITH UNIVERSAL!

What a sweet break for we members of the sales force. What sales ammunition with which to lay down a barrage that will sweep all first—and subsequent—runs before it! No more accepting buttons for the finest film properties on the market! No more waiting in line for playdates! No more spineless selling of any kind!

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The Gold Mine

Nuggets of News and Ideas for Universal Co-Workers

Published Weekly
OF, FOR and By the Sales Department of
UNIVERSAL PICTURES

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"Phantom" Beats Week Record in Three Days

Phil Messina, of the Nu Luna Theatre, Sharon, Pa., writes:

"I want to tell you how happy I am with the business I did on 'Phantom of the Opera.' We did more in three days than we have been doing on the entire week in the past six months.

"I also want to mention that I played 'Dames Ahoy,' which is a knockout from every standpoint."

Title Changes

As you already have been notified, the title of the Hoot Gibson picture set for release of April 27th has been changed from "Howdy Cowboy" to **"ROARING RANCH."**

The title of the Maynard release of May 18 has been changed from "Kettle Creek" to **"MOUNTAIN JUSTICE."** (And it's a wow!)

Our Picture Song Titles

In "Czar of Broadway"
"THAT HOMESTEADY STEADY OF MINE"
and
"COLLEGIATE LOVE"

In "Hideout"
"JUST YOU AND I"

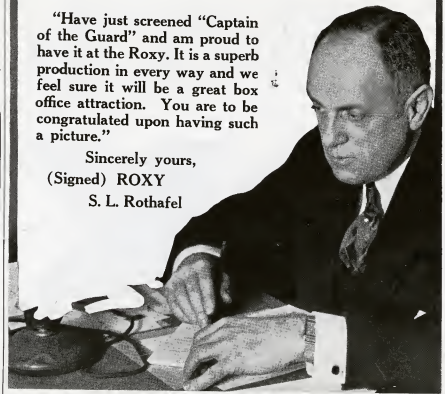
In "Young Desire"
"WHY DID IT HAVE TO BE YOU"

All of the above are published by Hardman, Kent & Goodman.

Roxy Writes a Letter about "Captain of the Guard"

"Have just screened "Captain of the Guard" and am proud to have it at the Roxy. It is a superb production in every way and we feel sure it will be a great box office attraction. You are to be congratulated upon having such a picture."

Sincerely yours,
(Signed) ROXY
S. L. Rothafel



Roxy Books Entire Balance of This Year's Specials

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On top of all the other things that it does for us this deal gives us a clincher that can let us squeeze every last penny out of any percentage or straight rental proposition in the world. REMEMBER THAT every minute of the day!

Figure It Out

Analyze the deal for yourself and see how many scores of smashing sales angles there are to it. For instance, Universal now has the best show window in the world for all of its specials for the balance of this season. Think of the advertising those pictures are going to get—think of the thousands upon thousands of admissions it means to pile up a gross of more than a hundred thousand dollars a week.

Boys, this deal gives you a wallop in your selling mitt that can knock anything cuckoo! THE BIGGEST OF THE BIG-TIMERS RUNNING UNIVERSAL—all of it, as far as specials are concerned.

When They Play

"Captain of the Guards" opened at the cathedral of the motion picture on Friday, March 28th. It got off to a wonderful start and it looks as if a few records are going to crack by the time this issue of the Gold Mine reaches you. (More about it in another column).

Paul Whiteman's "King of Jazz" will open in the Roxy not later than May 2nd in a grand and gorgeous blaze of glory at $10.00 top (REAL MONEY). And it will stay there for at least two weeks—under one of the most satisfactory guarantees ever negotiated.

"All Quiet"

"All Quiet," breaks into the cute little 6,000-seat house probably following a two-dollar road-show run at a Broadway legitimate theatre—and if you want tickets for any of your friends or relatives who plan to visit New York about that time you'd better BUY your tickets now.

Definite dates have not yet been set on "The Storm," "What Men Want," "Czar of Broadway," etc., but you can rest assured you'll get this definite dope as soon as it's available.

Boys, cling as tight to this mighty piece of sales ammunition as you would to your long lost brother. It's a smacker—and if you use it right it will give you an edge on your competition that nothing can dull.

And, don't forget that every move like this one makes that good old Universal stock worth more money!

Go on out and make that stock of yours worth more and more!

RALPH B. WILLIAMS PROMOTED TO POST IN HOME OFFICE

T. O. Tuttle Now Manager At Atlanta; Cowan Bain Goes To Charlotte

In line with the recently inaugurated plan of augmenting the sales power of the Home Office to meet new film-buying conditions, General Manager Lou Metzger has handed a well-earned plum to Ralph B. Williams, who is promoted to a position as lieutenant to Ted Schlanger, General Sales Manager, Eastern Division, with headquarters in New York.

Mr. Williams is the second self-starting individual to be brought into the Home Office from the field in the recent new plan, the first having been Sig Wittman, formerly of the Philadelphia Office. There is still another to be brought to New York—and we'll know who he is very soon.

An Old Timer

Promotion is no new thing to Ralph Williams. He's an old-time Universal fighter and he's won his spurs on the field of bloody battle for sales and dates. In his new post he will assume, under Mr. Schlanger, supervision of the Southern Offices, and you can expect the fur to fly in that direction just as it always has flown wherever "Smiling Ralph" has been doing the blowing.

Tuttle to Atlanta

As usual, Carl Laemmle's policy of "Promotion Within the Ranks" for one individual always means "Promotion Within the Ranks" for other individuals. With Ralph Williams vacating the manager's seat at Atlanta, the way was left wide open for the entrance of the man who has won the right to that important spot. And that individual is none other than Mr. T. O. Tuttle, who has been making things hum so mightily down Charlotte way that he just simply had to be given more worlds to conquer. Now he has 'em—and you boys who know the dignified and genial, yet rugged and resourceful "T. O.," know that he will conquer 'em.

Bain to Jacksonville

Who steps into the tough spot left by Mr. Tuttle's evacuation of Charlotte? Who's going to have the job of following such a good man? Why—the man who has proved that he can do the job—Cowan Bain, formerly manager at Jacksonville, whose whole record as a salesman and his more recent record as a Manager mark him as a man to be watched for even further promotions.

RALPH WILLIAMS
Assistant General Sales Manager, under Ted Schlanger

Watch for Big News on SPORTING YOUTH

SOUND-ON-FILM NEWSREEL MAKES BONUS A PUSHOVER

RKO Circuit Solid For 'Cohens & Kellys'

During the week just passed Sales Managers Schlanger and Taylor closed with the RKO circuit for "The Cohens and Kellys in Scotland" for the last of their open situations on this laugh smash.

Incidentally, the picture is slated for the downtown Erlanger Theatre, Phila.—and it is the first picture other than an RKO picture to play this house under their management!

EXHIBITOR REQUESTS CAUSED TITLE CHANGE ON "LA MARSEILLAISE"

The title of "La Marseillaise" has been changed to "Captain of the Guard," due to exhibitor requests from all over the country.

Exhibitors pointed out that the title "La Marseillaise," because its proper pronunciation would be unfamiliar to a great many people, would reduce the all-important word-of-mouth advertising by at least fifty per cent. People would hesitate to speak of the picture to their friends, the exhibitors declared, for fear of mispronouncing the French word and thereby appearing ignorant and unlettered. Acceding to these urgent requests of theatre men, Universal decided to change the title to "Captain of the Guard," which is the role played by John Boles, the screen's greatest singing star, in the production.

Soft-Money Boys Dig More Dough As Last Bit of Sales Resistance Dies

GRAHAM McNAMEE, National Broadcasting Star, newscasting as the Talking Reporter for Universal's Newspaper Newsreel can now be sold with SOUND ON FILM as well as with sound on disc.

The newsreel with SOUND ON FILM becomes effective with issue No. 26, which is shipped from New York on Saturday, March 29th.

What a pushover this makes the newsreel bonus! What an easy bunch of dough is now available for the clean-up gang of Universal! What soft pickings it's going to be now in getting practically every theatre in the land lined up for the greatest talking newsreel in the business! Why, the addition of SOUND ON FILM should make the fives and tens and twenties come rolling into our laps like a gift from the gods!

No More Excuses!

And now you haven't even the slightest excuse—the faintest bit of room for an alibi—for not going out and cleaning up on the newsreel like a vacuum cleaner sucks up dust.

You have every sales advantage possible. First, you have a gigantic newspaper tie-up; next you have the most popular voice personality in the universe newscasting; then you have your release enhanced by one of the leading Victor Recording orchestras—AND NOW YOUR LAST POSSIBLE BIT OF SALES RESISTANCE IS SMASHED TO SMITHEREENS WITH **SOUND ON FILM!**

Do We Love Money?

If we all love money as much as most of us think we do we must be just plumb crazy over this newsreel proposition! How could we be otherwise? Think of the unlimited amount of coin we can grab off for ourselves during the next few weeks. But, believe us, we've got to

(*Continued on Page 4*)

Strief's Boys Working Great Newsreel Gag

The boys of the St. Louis Exchange, under Manager Frederic Strief, are working a darb of a gag among themselves to spur newsreel business—an idea that may well be carried out everywhere. Here it is:

Each salesman is given a quota of at least two new newsreel contracts each week. If a salesman sells more than two, he receives a bonus of $3.00 immediately for each contract over quota. If he falls below his quota he is fined $2.00 for each contract under. This is in addition to the H. O. bonus.

The money is raised by starting off with a jack-pot made up by the salesmen and manager.

"Captain of the Guard" Goes Over With Smash At Roxy Premiere

BULLETIN—Roxy was right when he said that "Captain of the Guards" was a BIG ONE!

The over-capacity crowds which milled around the entrance to the Roxy Theatre on opening day of the world premiere—Friday, March 28—prove beyond a doubt that this master showman pulled a master stroke for his house when he grabbed this flaming romance.

The ringing voice of John Boles filled that vast Roxy auditorium as if it were a doll's house, and the crowds on opening day and Saturday (as we go to press) are fairly lifted out of themselves by the stirring songs and music.

Boys, the manner in which this is going over in New York is an indication of what it will do anywhere in the country. It's red-meat for hungry box-offices. It's the kind of a picture exhibitors are crying for right now. They all want Boles badly enough—but Boles in this one is a far bigger, better and more compelling Boles than ever before.

Go the limit on "Captain of the Guard." Its box-office results will back up the wildest promises you can make—and that's proved in the acid test of a big-theatre showing!

Herbel and Funk Set 5 First Runs in South Bend

H. M. Herbel, general manager of the Chicago Exchange, is receiving congratulations upon the remarkable showing of Universal product in South Bend, Indiana, the week ending March 22nd.

Five first run theatres in the city of South Bend, at the same time, day and date, were running Universal pictures, namely: R.K.O. Granada, R.K.O. Palace, Strand, State, Rialto.

Congratulations are in order for Mr. Herbel and his country sales manager, Bob Funk.

JOHN BOLES A BIG HIT WITH H. O. STAFF

If you think John Boles has a striking screen personality—you don't know the half of it!

For the folks of the New York dailies, trade press and the entire Home Office staff are simply wild over him.

He was introduced to the trade press at a luncheon in the exclusive Longchamps Restaurant, New York, last Friday, and was given a hand by the hard-boiled critics such as no star ever before received.

On the preceding Saturday he was introduced personally to every department head and other employee in the Home Office, and the hit he made is nobody's business.

It's a 1,000 to 1 bet that if **YOU** ever met John Boles in person you'd get every nickel for his pictures that could possibly be had.

—AND THAT'S PLENTY!

To Atlanta

T. O. TUTTLE

To Charlotte

COWAN BAIN

CARL LAEMMLE'S HAPPY —*and here's why!*

"Whiteman picture previewed tonight one best West Coast houses Belmont Theatre. Never in my life saw picture get greater reception than ours. Everybody without exception simply went wild over picture. Manager of house told me of all pictures previewed his theatre this tops all. Says it unquestionably greatest picture all time. Have not been so happy in long while. It's absolute cinch!

CARL LAEMMLE.

MILWAUKEE LEADS CHARGES; MONTREAL AHEAD ON SALES

The beginning of Bookers' Weeks in Carl Laemmle's 24th Anniversary Celebration finds George Levine's Milwaukee Maulers holding top spot in charges, and Manager D. Leduc's Montreal Moppers with teeth clenched tight in first position on sales.

In that most important column marked "Charges," Manager J. H. Lutzer's Indianapolis Invincibles leap with a wild whoop from fifth position to second, with Manager Walt Millar's Butte Beauts withholding all opposition from show money in the biggest stock race of all time.

In sales, Manager Sam Brint's Toronto Tornadoes are again glued to space No. 2, with Manager W. E. Sipe's Memphis Manglers leaping up from sixth spot to third.

In charges T. O. Tuttle's Charlotte Cuckoos took a flop from second to fourth, and as Manager "Rip" Payne's San Antonio Savages slipped to sixth, Manager W. A. Sault's St. John Jabbers slid into spot five.

Manager Sam Cain's Denver Desperadoes held up a train load of dates and with the loot took a phenomenal airplane ride from twenty-second position in the cellar to the comparative sunshine of eighth place. Among the trailers in charges there was not much change in position at the end of the eighth week.

Let's Go!

We could go right on down the line in both charges and sales, and perhaps make a few guys sore by calling attention to the fact that they flopped one or more steps over last week—but what's the use. Unoubtedly it's a better plan to just slip over the gentle reminder that, with Universal stock soaring the way it is, the fellows who miss out in getting a share are going to feel a lot worse when the divvy comes than they do now.

Boys, this is the one time when it's up to every one of us to come clean with ourselves and grab contracts and dates as if we were in business for ourselves. For that's exactly the situation. Every member of the selling force is in business for himself as far as this stock bonus is concerned—and we can make just as much money or as little money as we care to.

AND DO WE LOVE DOUGH—OH, BOY.

Leads in Charges

GEORGE LEVINE
Manager, Milwaukee

CARL LAEMMLE 24th ANNIVERSARY CELEBRATION

Standings for 8th Week

Sales

1. MONTREAL
2. TORONTO
3. MEMPHIS
4. INDIANAPOLIS
5. MILWAUKEE
6. DENVER
7. OKLAHOMA CITY
8. CHARLOTTE
9. SEATTLE
10. NEW ORLEANS
11. SAN FRANCISCO
12. SAN ANTONIO
13. WINNIPEG
14. KANSAS CITY
15. ST. LOUIS
16. CALGARY
17. LOS ANGELES
18. WASHINGTON
19. DALLAS
20. CHICAGO
21. ATLANTA
22. JACKSONVILLE
23. SALT LAKE CITY
24. MINNEAPOLIS
25. DES MOINES
26. SIOUX FALLS
27. VANCOUVER
28. OMAHA
29. BUTTE
30. DETROIT
31. NEW YORK
32. PITTSBURGH
33. PHILADELPHIA
34. PORTLAND
35. CINCINNATI
36. ST. JOHN
37. NEW HAVEN
38. ALBANY
39. CLEVELAND
40. BUFFALO

Charges

1. MILWAUKEE
2. INDIANAPOLIS
3. BUTTE
4. CHARLOTTE
5. ST. JOHN
6. SAN ANTONIO
7. MEMPHIS
8. CINCINNATI
9. DENVER
10. JACKSONVILLE
11. TORONTO
12. MONTREAL
13. DALLAS
14. WASHINGTON
15. ATLANTA
16. OKLAHOMA CITY
17. CALGARY
18. SAN FRANCISCO
19. DETROIT
20. LOS ANGELES
21. PORTLAND
22. SIOUX FALLS
23. SEATTLE
24. NEW ORLEANS
25. PITTSBURGH
26. NEW YORK
27. VANCOUVER
28. KANSAS CITY
29. BUFFALO
30. MINNEAPOLIS
31. CLEVELAND
32. SALT LAKE CITY
33. WINNIPEG
34. ST. LOUIS
35. PHILADELPHIA
36. OMAHA
37. DES MOINES
38. NEW HAVEN
39. CHICAGO
40. ALBANY

Sound - On - Film Newsreel

(Continued from Page 3)

do some tall and rapid selling of the newsreel if we're going to come in under the wire for the bonus—for the deadline for the extra dough is April 26. Refresh your memory as to how you can get the smackers:

1. A bonus of $10.00 will be paid on each issue sold, on all contracts accepted where the rental is $10.00 per issue or more.

2. A bonus of $5.00 will be paid on each issue sold on all contracts accepted on which the rental price is less than $10.00 per issue.

3. On renewals a bonus of $5.00 will be paid on each issue sold where the contract price is $5.00 per issue or more, and $2.50 per issue sold where the contract price is less than $5.00 per issue.

How to Get $20.00

In other words you sell both issues, and the rental price is $10.00 per issue or more, you will receive a $20.00 bonus, or a $10.00 bonus if you only sell one issue.

If you sell both issues on which the price is less than $10.00 per issue, you will receive a $10.00 bonus, or a $5.00 bonus if you only sell one issue. The same applies on renewals.

ALL OF THE ABOVE COVERS THE SALE OF THE SOUND McNAMEE TALKING NEWSREEL—ON FILM OR DISC.

Silent Contracts

On silent contracts a bonus of $2.50 will be paid if contract covers one issue, or if it covers both issues, $5.00. The same bonus applies to silent renewals.

ALL CONTRACTS MUST BE FOR A PERIOD OF NOT LESS THAN FIFTY-TWO (52) WEEKS, WITHOUT ANY CANCELLATION PRIVILEGES.

Additional Bonus

If you sell a bona fide contract for two years without a cancellation privilege, you will be given credit, and when you have signed three such contracts you will receive an additional $10.00 bonus over and above the regular bonus. This applies to acceptable sound contracts only.

Remember—March 17 to April 26!

Falis a Wow!

Simon Falis, captain of the Accessory Manager's weeks at Jacksonville, besides being leader of the Carl Laemmle 24th Anniversary Drive from March 2 to 15th, also exceeded his accessory quotas for both weeks.

BOOKERS—IT'S YOUR TURN NOW!

The period of March 30th-April 12th, inclusive, is designated as Bookers' Weeks in Carl Laemmle's 24th Anniversary Celebration.

BOOKERS—NOW YOU COME INTO YOUR OWN!

Now is your chance more than ever before to PROVE your importance to your branch and to your Company. Now comes your chance to show the whole world just how good you are at grabbing dates. Now comes your chance to demonstrate your real selling ability.

There probably isn't a single booker in the Company who doesn't feel that he has in him the making of a crackerjack salesman, manager or even higher executive. But just thinking you're good isn't going to PROVE it to anybody. The only way to do that is with results—and on your results during Bookers' Week is going to depend a great degree of others' valuation of your ability, your capability, your resourcefulness and YOUR RIGHT TO PROMOTION WITHIN THE RANKS—not to forget your juicy share of Universal stock.

So come on, boys—the door's wide open. RUN IN—don't walk—and GRAB EVERYTHING IN SIGHT!

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